### SUGGESTED OUTLINE OF BUSINESS PLAN

- COVER SHEET: Name of business, names of principals, address and phone number of business
- STATEMENT OF PURPOSE
- TABLE OF CONTENTS
- THE BUSINESS I.
  - Description of Business a.
  - b. Market
  - C. Competition
  - d. Location of Business
  - e. Management
  - f. Personnel
  - g. Application and Expected Effect of Loan (if needed)
  - h. Summary
- II. FINANCIAL DATA
  - Sources and Applications of Funding
  - Capital Equipment List b.
  - Balance Sheet c.
  - Breakeven Analysis d.
  - Income Projections (Profit and Loss Statements) e.
    - (1) Three-year summary

    - (2) Detail by month for first year(3) Detail by quarter for second and third years
    - (4) Notes of explanation
  - Pro-Forma Cash Flow

    - Detail by month for first year
       Detail by quarter for second and third years
       Notes of explanation
  - Deviation Analysis α.
  - Historical Financial Reports for Existing Business
    - (1) Balance sheets for past three years
    - (2) Income statements for past three years
- SUPPORTING DOCUMENTS: Personal resumes, job descriptions, personal financial statements, credit reports, letters III. of reference, letters of intent, copies of leases, contracts, legal documents, and anything else of relevance to the plan.

- ATTACH CURRENT BALANCE SHEET AND PROFIT AND LOSS STATEMENT. (PRO FORMA IN CASE OF A NEW VENTURE.)
- ATTACH PROJECTIONS OF REVENUE, EXPENSES, AND NET EARNINGS FOR THE FOLLOWING YEAR.
- ATTACH PERSONAL FINANCIAL STATEMENT.

### Your Next Steps:

If you meet the borrower loan restrictions 1-3 and can provide evidence of each item, contact the nearest Certified Bank Lender or Regional Minority Purchasing Council. Offices and telephone numbers are listed in the enclosed inserts.

It is suggested that you be prepared to provide the bank the following information to expedite your loan including evidence of items 1-3:

- Year end corporate financial statements (2-3 years)
- Corporate tax returns (2-3 years)
- Current personal financial statements
- Personal tax returns (2-3 years)
- · Brief company history/corporate profile.
- Cash Flow projections

For further information, contact:

Marcial E. Robiou, President Business Consortium Fund Inc. 15 West 39 Street, 9th Floor New York, NY 10018 212-764-5590 The Business Consortium Fund. Inc.



A program of the National Minority Supplier Development Council, Inc.

As of January 1994

Corporate Purchasing 0842 Charlotte, North Carolina 28288



January 9, 1995

Ms Veronica McCune MLT Productions 3912 60th Street Suite 12 San Diego, CA 92115

Subject: FIRST UNION NATIONAL BANK'S M/WBE PROGRAM

Dear Ms McCune:

Thank you for your interest in First Union's M/WBE Program.

In order for your company to be added to our program database, the enclosed Vendor Questionnaire should be completed. All documents, minority certification, and your company's most recent financial statement should be returned with the completed questionnaire. A postage-paid self-addressed envelope has been enclosed for your convenience.

If your company has not been certified as a minority-owned business, please contact your local minority purchasing council or your local city and/or state certifying agency to obtain certification.

Singerely,

Isa Powell

M/WBE Coordinator

IP/bd

**Enclosure** 

### First Union National Bank of North Carolina

Corporate Purchasing 0842 Charlotte, North Carolina 28288 HAPPYRESORY EGLT 283

FIRST CLASS





Ms Veronica McCune MLT Productions 3912 60th Street Suite 12 San Diego, CA 92115

### **Sandia National Laboratories**

P.O. Box 5800 Albuquerque, New Mexico 87185-0203 Managed and Operated by Sandia Corporation a subsidiary of Martin Marietta Corporation

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December, 22 1994

Veronica McCune M.L.T Productions 3912 60th St. Suite 12 San Diego, CA 92115

SUBJECT: Sandia National Laboratories

**Subcontracting Opportunities** 

Dear. Ms. McCune:

Thank you for your interest in subcontracting opportunities at Sandia National Laboratories. Sandia's policy is to provide maximum opportunity for competition in the procurement of goods and services. It is always in our best interest to identify and utilize new firms for our specific requirements.

Enclosed is our standard information packet for your review. In the packet is a descriptive booklet on Sandia, guidelines on working with Sandia, a buyer directory by department with the technical/administrative organization(s) they support, and a Contractor Profile Disk which you must complete and return to get on Sandia's electronic supplier database. Please enclose your company's brochure or line card with the returned disk.

If you have any questions, please call me at (505) 271-4244 or any one of the other staff members listed under the heading "Supplier Relations". Thank you again for your interest. Your company data will be processed upon receipt.

SANDIA NATIONAL LABORATORIES

Suzette Beck Business Coordinator

NOTE: Please return the information to:

Sandia National Laboratories P.O. Box 5800, M/S: 0203 Albuquerque, NM 87185-0203 Attn: Suzette Beck

### Sandia National Laboratories

PO Box 5800 Albuquerque, New Mexico 87185-0203 Procurement 10203

Dear Supplier,

Sandia National Laboratories is implementing a new Supplier Database that will contain information about businesses wishing to furnish products or services to Sandia. The database will benefit you by making your products and services known to our buyers. To help us rapidly implement the new system, I am asking each supplier to enter facts about your company on the enclosed computer disk. The information will be uploaded into a database system accessible to all Sandia buyers.

Instructions for using the IBM compatible, DOS diskette are printed on the disk label. However, if your 3 1/2" disk drive is not drive 'A', please choose the appropriate letter for your computer. To begin the program, type **VENDOR** at the prompt. On-screen directions will lead you through the data entry steps. Use the arrow keys to move through the option lists.

There are two fields that require specific information relating to your company, the <u>description field</u> on the first screen and the <u>product/services</u> and <u>brand field</u> on the second screen. If your principal focus is to furnish services, please give a detailed account of those services in the description field. If, however, you primarily sell or service products, list in the product/services and brand fields specific product information and the brand names of items you sell. Sandia buyers will then retrieve information by searching the database for any of the following: a Supplier's Name, a Product Name, Brand Names, a Supplier Code, a SIC Code, or Key Words. Thus, it is beneficial for you to include specific information about your areas of expertise.

After entering your company data, please mail the disk to me at the following address:

Sandia National Laboratories Attn. Marilyn Cornell PO Box 5800, MS 0203 Albuquerque, NM 87185-0203

If your computer is not compatible with our disk or you do not have a computer, please call me to arrange an alternative way to get your information to me. In addition, several businesses offer short-term computer rentals. To maintain a current database, I will periodically mail you a disk with your business information on it. You need enter only changes occurring in your business or in your list of products and services since the last update. If you do not wish to be in our database, please return the blank disk to me at the above address.

Thank you for your help as we develop the supplier database. Sandia's purchasing policies require the maximum possible use of competition, while we try to establish long term business relationships with quality suppliers. I feel Sandia as well as its vendors will benefit if supplier information is in a format easily accessible to Procurement personnel seeking to create bidders' lists. If you have questions, please call me at (505) 271-4242.

Sincerely,

Marilyn Cornell Supplier Relations

ilyn Cornell

# Federated DEPARTMENT STORES, INC.

7 West Seventh Street

Cincinnati

Ohio 45202

# FIFS CIASS FAIL



### PURCHASING DEPARTMENT

7 West Seventh Street Cincinnati, Ohio 45202 FAX 513-579-7547

Please Print or Type FEDERAL TAX IDENTIFICAT	ΠΟN #	or Social Security #	
COMPANY NAME	DBA		
ADDRESS			
HEADQUARTERS	СТҮ	STATE ZIP+	4
ADDRESS FOR PRICE INQUIRIES	ату	STATE ZIP+4	·
TELEPHONE	FAX# TOLL	FREE # CONTA	СТ
Classification: certified mbe* minority woman-owned small business	Business Information: mo day yr started # of employees Floor Spc (Sq. ft) Warehouse Spc	Business Type: Corporation Partnership Proprietorship Joint Venture	Incorporated: Indicate when and in what state: Year State
Designate type: (Choose one) Principal Owners:	□ Broker □ Distributor	☐ Manufacturer	□ Retailer □ Service
NAME	TITLE		<b>%</b>
NAME	TITLE		%
Geographic Service Area: (Choose of Product Description and/or Service Production Equipment (if applicable)	s: (Please indicate manufacturers,	National □ Region: brands, etc. and be specific	
References: (Corporate Customer)			
COMPANY	CONTA	ст	PHONE
COMPANY	CONTA	ст	PHONE
* If you are a certified minority busi	ness enterprise, please include a co	opy of your certification (cu	arrent) letter.

### **Business Classification Definitions**

A certified minority business enterprise, as used in this document, is any minority-owned business that is a proprietorship, partnership, corporation or joint-venture controlled by United States citizens who are members of the following groups: African Americans, Asian Americans, Hispanic Americans, and Native Americans.

Asian American, as used in this document, means a U.S. citizen whose origins are in Japan, China, Philippines, Vietnam, Korea, Samoa, Guam, the U.S. Trust Territory of the Pacific Islands, the Northern Mariana Islands, Laos, Cambodia, Taiwan, India, Pakistan, or Bangladesh.

Hispanic Americans, as used in this document, means a U.S. citizen whose origins are in South and Central America, Mexico, Puerto Rico, Cuba, or the Iberian Peninsula (including Portugal).

Native Americans, as used in this document, means American Indians, Eskimos, Aleuts, and native Hawaiians.

A woman-owned small business concern, as used in this document, means a small business that is at least 51 percent owned by a woman or women who are U.S. citizens and who also control and operate the business.

A small business concern, as used in this document, means a concern, including its affiliates, that is independently owned and operated, not dominant in the field of operation in which it might bid on Government contracts, and qualified as a small business under the criteria and size standards in 13 CFR 21 (500 or less employees).

Please identify the certifying agency or council to which you belong and the date of expiration for your certification. Sales Volume for past 3 years: (in \$1.000's) (2 years ago) Has your company engaged in business with any of the divisions of Federated Department Stores, Inc. within the last 24 months? The operating divisions are Abraham & Straus/Jordan Marsh, Bloomingdale's, The Bon Marche, Burdines, Lazarus, Rich's/Goldsmith's or Stern's. The administrative organizations include the Corporate Office, Federated Merchandising, Federated Systems Group, and Financial and Credit Services (FACS) Group. YES \_\_\_ NO\_\_ If yes, which division? \_\_\_ How did you learn about Federated's Minority Supplier Development Program? Federated Department Stores, Inc. reserves the right to request information concerning but not limited to-Financial Status of Applicant, Business References, Names of Principal Shareholders of Corporation and Equal Employment Opportunity Compliance. This will certify to Federated Department Stores, Inc. that I have read the above and the minority company classification(s) I have selected are true and correct, and that I will advise the Program Administrator immediately if our classification should change. (Type or Print) Certified By: (Sign):

Failure to complete this form will delay the registration of your company with Federated Department Stores, Inc.

Date: \_\_

# The Minority Vendor Development Program

Federated Department Stores, Inc. is one of the nation's largest retailing organizations, with annual sales in excess of 7 billion dollars. Operating seve premier department stor groups in the United States, Federated offers numerous procuremen opportunities daily to suppliers around the world. Recognizing the added value of supplies diversity, Federated ha worked with minorit suppliers for well over the decades: We continue support the development and growth of minority owned firms and now u strongly encourage other to join us as busines partners through our

Minority Vendor

Development Program.

### DOING BUSINESS WITH FEDERATED

responses: the supplying of merchandise to the supplying of non-resale and the supplying of non-resale ervices. Federated Merchandising the New York consible for directing and coordinating the buying process for merchandise. Team to the supplying process for merchandise. Team to trategies and to direct merchandise at all any of the company's merchandise are always of the company's merchandise are always for the company's merchandise are always

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McDonald's Corporation McDonald's Plaza Oak Brook, Illinois 60521

Direct Dial Number

708-575-7874

4874

June 28, 1995

Ms. Veronica McCune, C.E.O. M.L.T. Productions 3912 60th Street, Suite 12 San Diego, CA 92115

Dear Veronica:

Thank you for your interest in McDonald's Business Development Program. Our brochure "How to Sell to McDonald's" will provide you with general information about us at the corporate and regional levels.

This information can serve as a road map and allow you to know how our decentralized purchasing system operates. Each department and region is responsible for procuring its products and/or services.

If you have additional questions after you review our brochure, feel free to contact me at the above telephone number.

Paul Sidney

Purchasing Manager

Enclosure

psidney/letters/prspsp12

### Who Is A Minority?

McDonald's recognizes a minority-owned business as one with 51-percent ownership by a member or members of the following groups: Black, Hispanic, Asian, Native American, and women.

McDonald's criteria involve more than just ownership. We want involved owners, not just financial investors. McDonald's seeks growth with these groups through:

• Expanding the number of minority vendors through new product introductions.

• Encouraging our primary suppliers to use minority-owned and controlled companies.

 Developing minority-owned and controlled companies through joint venture opportunities.

McDonald's need for qualified suppliers expands as fast as our growth. To meet this need, we are prepared to give minority businesses every consideration. McDonald's has demanding standards...standards that are tough, but fair. While we can't make guarantees, we can offer tremendous business opportunities!

### How The Development Process Works (Partnership opportunities)

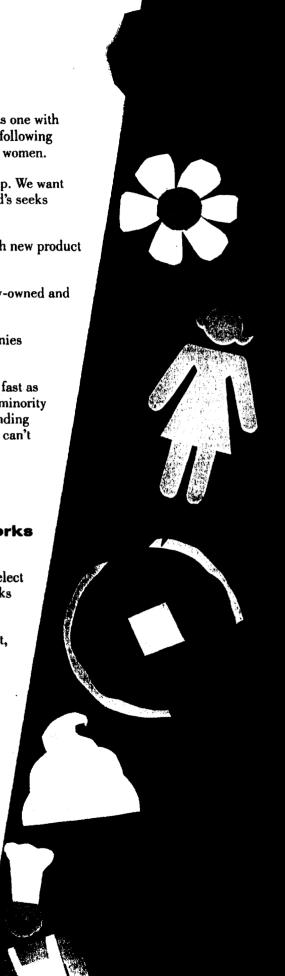
Developing the entrepreneur profile to recruit and select individuals is a challenge, which is why McDonald's seeks candidates with:

• Foodservice experience in ownership, management, and operations.

• Non-foodservice experience in ownership, management, and operations.

 Professional experience and aspirations to own and operate their company.

Our selection process involves extensive interviews and full financial disclosure with our food purchasing management team. Financing is not the responsibility of McDonald's. For more information contact McDonald's Business Development Manager at (708) 575-7412. For details, call the appropriate contact listed in the enclosed directory.



## **ENRON**OPERATIONS CORP.

P. O. Box 1188 Houston, Texas 77251-1188 (713) 853-6161

February 16, 1995

M. L. T. Productions 3912 60th St., Suite 12 San Diego, CA 92115

Dear Sir or Madam:

We received your correspondence concerning business opportunities at Enron Corp.. Enron does not have one central purchasing department, most purchases and requests for service are initiated by individuals in each department. We do, however, have key employees that purchase products and services on a frequent basis. These employees will receive a copy of your correspondence.

We will notify you of any further action necessary on your part when we receive a response from the appropriate Enron department.

Thank you for considering Enron as a business partner.

Sincerely,

Susan 7. 7osoni

Susan T. Tosoni Manager, Human Resources



P. O. Box 1188 Houston, Texas 77251-1188

February 16, 1995

M. L. T. Productions 3912 60th St., Suite 12

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011-3649

PRESORTED FRST CLASS

# **JCPenney**

March 16, 1994

Veronica McCune
President, M L T Productions
3912 60th St Suite 12
San Diego, CA 92115

Dear Veronica,

This letter is in response to your proposal requesting start-up funds for WMSB.

Retailing via home shopping and infomercials is something that JCPenney has explored. In fact, a few years ago JCPenney had purchased and operated two regional home shopping cable networks. Unfortunately, the venture was not profitable. The networks were sold to QVC and are now part of the QVC system.

Infomercials are something that JCPenney is not particularly interested in. We fear that infomercials may send the wrong signal to our customers about the fashionability of JCPenney merchandise. We have made ten years worth of investment in modernizing our stores and upgrading our fashion merchandise.

Because we are trying to present the JCPenney store in more upscale way, we feel that infomercials are the wrong environment for our company.

Veronica, your proposal is a good one, but as you can see it is not a good match with our marketing goals. Thank you for taking the time to contact us.

Gary Patz

National Media & Projects Manager

cc: Rosalind Johnson



Joyce B. Tabak Vice President

**Purchasing Administration 5848** 

October 27, 1993

Veronica
ML Productions
3912 Sixtieth Street, Suite 12
San Diego CA 92116

Dear Veronica:

Thank you for your inquiry about becoming a supplier to Bank of America. In order for us to assist you, we ask you to:

- 1) Read the enclose brochure "**Doing Business with Bank of America**". It states the Bank's policy and procedures and will help you understand our program.
- 2) Complete the enclosed "Vendor Questionnaire" and return it to the address shown.

  Type or print clearly. When completing item #5 (Pertinent Information), please describe your product or service as precisely as possible. This will enable the Program Administrator to forward the information supplied to the proper contact(s) in the Bank.
- 3) We request that you include at least one copy of your brochure, line card, or other material which will help us understand your product or service capabilities. Please do not send bulky catalogs. If you are a certified minority or women owned business, please include a copy of your certification.

Upon receipt of your questionnaire, we will send you a letter with the name, address and phone number of your contact(s). Please understand that submitting a questionnaire does not automatically place your company on a "bidders list", constitute approval of your firm as a Bank of America supplier, or obligate us to solicit requests for quotation and/or information.

Thank you for your interest in doing business with Bank of America. If you need assistance or have any questions feel free to call us at (213) 345-4852. We look forward to hearing from you soon.

Sincerely,

Joyce B. Tabak Vice President M/WBE Program

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Post Office Box 3100 Los Angeles, California 90051





Ms. Veronica McCune Producer MLT Productions 3912 60th Street Suite 12 San Diego, CA 92115

92115-6540 43

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Corporate Community Development 445 South Figueroa Street Los Angeles, California 90071 - 1601 213.236.4158/FAX:213.236.6982

August 31, 1994

Ms. Veronica McCune Producer MLT Productions 3912 60th Street Suite 12 San Diego, CA 92115

Dear Ms. McCune:

Thank you for your recent letter dated August 8, requesting Union Bank become a partner with MLT Productions' television show "Women, Minorities, and Small Business".

Union Bank is and always has been committed to community involvement through donations, sponsorships, advertising, and board memberships for numerous charitable organizations including health and human services, youth and education. Although MLT Productions' goals and efforts are certainly needed and I'm sure greatly appreciated by the citizens of "las comunidades", we are unable to participate at this time due to previous commitments and budget constraints.

I wish you much success with MLT Productions, and hope that you will keep me informed of its progress.

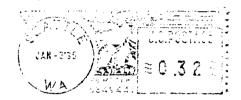
Robert a. Whele tops

Robert A. McNeely

RAM/ebl

### Cole & Weber

308 Occidental Avenue South, Seattle, Washington 98104



Ms. Veronica McCune Producer M.L.T. Productions 3912 60th Street Suite 12 San Diego, CA 92115

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### Cole & Weber

308 Occidental Avenue South, Seattle, Washington 98104 Telephone (206) 447-9595 Fax (206) 447-1944

January 2, 1995

Ms. Veronica McCune Producer M.L.T. Productions 3912 60th Street Suite 12 San Diego, CA 92115

Dear Ms. McCune,

This letter acknowledges receipt of your media kit and business plan. Although there may not be an opportunity to utilize your media vehicle for the Boeing Small Business/Small Disadvantaged Business ad campaign at this time, your information will be maintained for future consideration.

For your information, in order to maximize marketplace awareness for The Boeing Company SB/SDB Programs, the following criteria has been established to assist us in evaluating qualified vehicles for the programs efforts:

- Will the vehicle assist in raising awareness on a national level within a minority business environment conducive to the Boeing high tech manufacturing partnership message?
- Does the vehicle offer a concentrated base of individuals and companies qualified to become partners with Boeing?

We appreciate you bringing the information about WMSB to our attention. If you have any questions, please feel free to contact us.

Best regards,

Peter H. Davis Media Planner

cc: Nick Sena, Corporate Manager SB/SDB Group, The Boeing Company Nadine Benson, Cole & Weber Jeff Pennington, Cole & Weber

### AMERICAN SAVINGS BANK

Community Dutreach & Urban Development 17877 Von Karman, 3rd Floor, P.O. Box 19689 Irvine, CA 92714-9689



\*\* 09 15 94 SANTA ANA CA, 92?

VERONICA McCUNE PROD MLT PRODUCTIONS 3912 60TH ST #12 SAN DIEGO CA 92115

September 1, 1994

Ms. Veronica McCune, Producer MLT Productions 3912 60th Street, Suite 12 San Diego, California 92115

Dear Ms. McCune:

Thank you for your letter requesting support for the Women, Minorities, and Small Business (WMSB) program.

We regret that we are unable to participate at this time. We know you can appreciate our limitations in contributing to the many deserving organizations brought to our attention.

American Savings Bank is extensively involved with non-profit organizations through-out California. We take pride in supporting organizations such as yours, which provide a broad range of important service to local communities.

Sincerely

*Vice President* 

Community Outreach

JDB:pp

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# P.O. Box 10001, Dallas, TX 75301-0001

DEC 23'94 PRESORTED FIRST CLASS

MLT PRODUCTIONS 3912 60TH ST. SUITE 12 SAN DIEGO, CA 92115

# **JCPenney**

December 22, 1994

MLT Productions 3912 60th St. Suite 12 San Diego, Ca. 92115

Dear Sirs:

Your Minority Supplier Information Form has been referred to my attention for consideration.

We are certainly impressed with the services your company has to offer, but unfortunately, we are not in a position at the present time to take advantage of these services.

We will keep your information in our files and possibly at some future date our needs will be such that we will have a need for your services.

1.000 美国,26.41年 **全日本 全**色的大概的10.000元

Thank you for your interest in JCPenney, and we look forward to possibly working with you at a later date.

Cordially,

Fausto Marisy

Fanto Many

Special Segment Advertising Manager